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ECONOMIC REPORT ON LIVERMORE-AMADOR  
VALLEY PLANNING UNIT

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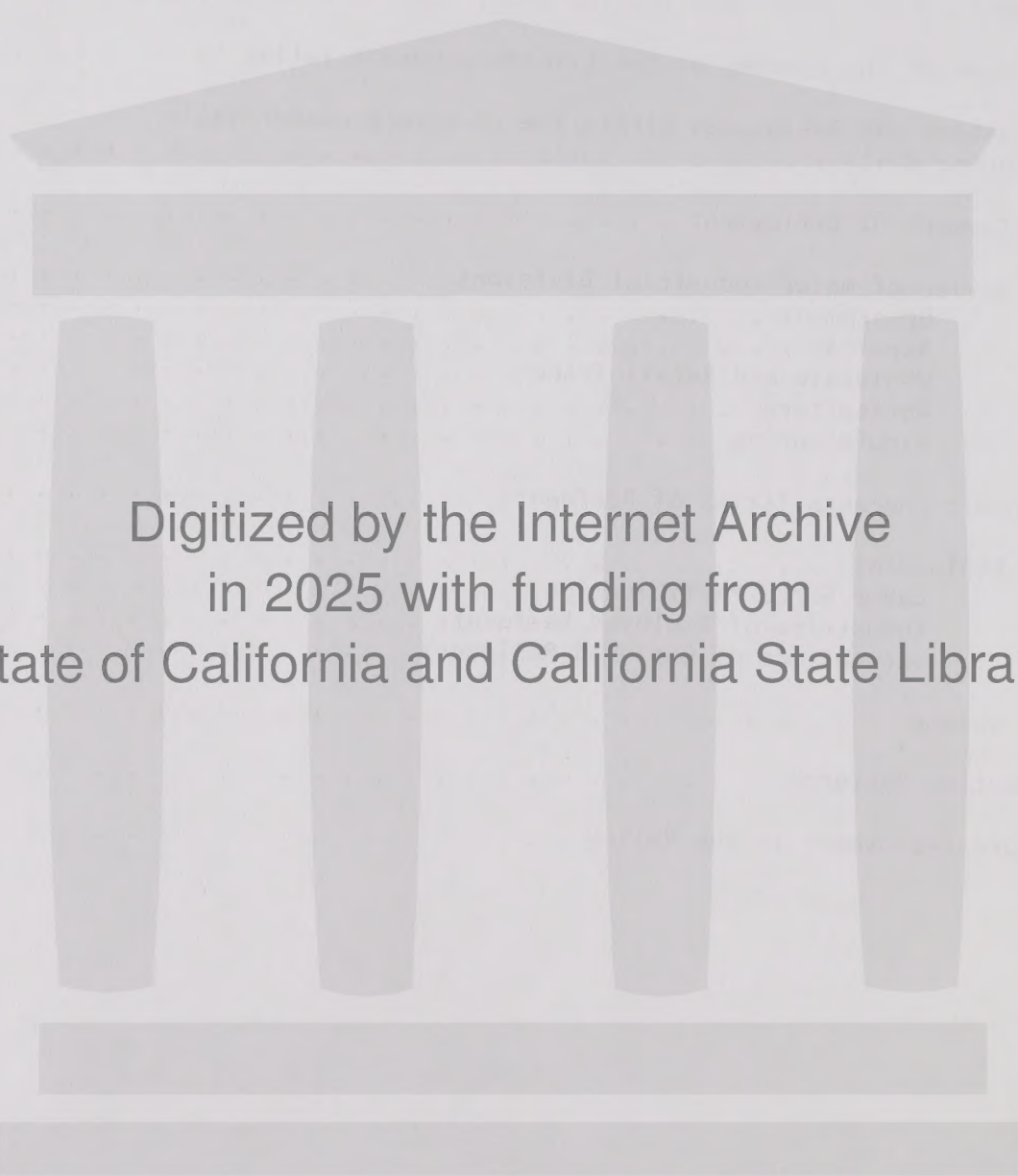
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## TABLE OF CONTENTS

Introduction . . . . .	i
Summary . . . . .	ii
Overview of the Economy of the Livermore-Amador Valley . . . . .	1
Employment and Businesses Within the Livermore-Amador Valley Planning Unit . . . . .	4
Summary of Employment . . . . .	4
Review of Major Industrial Divisions . . . . .	4
Government . . . . .	4
Services . . . . .	10
Wholesale and Retail Trade . . . . .	11
Agriculture . . . . .	22
Manufacturing . . . . .	28
Economic Characteristics of Residents . . . . .	30
Employment . . . . .	30
Labor Force Participation . . . . .	30
Industries of Employed Residents . . . . .	30
Occupations of Employed Residents . . . . .	33
Income . . . . .	33
Commuting Patterns . . . . .	39
Future Employment in the Valley . . . . .	46



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# LIST OF TABLES

<u>Table</u>		<u>Page</u>
1	Employment in the Livermore Community Labor Market, Alameda County and the San Francisco-Oakland SMSA, by Industry: 1970	5
2	Employment in the Livermore Community Labor Market by Industry: 1960 and 1970	6
3	Change in Employment in Livermore Community Labor Market, by Industry: 1960-1970	7
4	Public School Employment by School District; February 1974	8
5	Total Salaries Paid to Employees of School Districts in Livermore-Amador Valley Planning Unit; 1960-1961 and 1971-1972	9
6	Research and Development Firms Locating in Livermore Planning Unit; 1965-1973 (A partial list)	12
7	Wholesaling Firms Locating in Livermore-Amador Valley Planning Unit; 1965-1973 (A partial list)	14
8	Annual Sales in Livermore's Retail Sales Sector, by Type of Store: 1967 and 1972	15
9	Change in Annual Sales in Livermore's Retail Sales Sector by Type of Store: 1967-1972	16
10	Annual Sales in Pleasanton's Retail Sales Sector, by Type of Store: 1967 and 1972	17
11	Change in Annual Sales in Pleasanton's Retail Sales Sector, by Type of Store: 1967-1972	18
12	Retail Sales Tax Permits and Retail Taxable Transactions for Livermore and Pleasanton in 1960 and 1970, by Type of Store	19
13	Retail Sales Tax Permits and Retail Taxable Transactions for Livermore and Pleasanton, and the Percentage Change Since 1970, by Type of Store	20
14	Per Capita Retail Sales in Livermore and Other Cities of Approximately the Same Population: 1972	23
15	Per Capita Retail Sales in Pleasanton and Other Cities of Approximately the Same Population: 1972	24
15A	Taxable Sales in Dublin, Livermore and Pleasanton: 1974	25
15B	Taxable Sales in Dublin and Certain Other Communities, by Type: 1974	26
15C	Per Capita Taxable Sales of Dublin and Certain Other Communities, by Type: 1974	27
16	Large Manufacturers Locating in Livermore Planning Unit; 1965-1973 (A partial list)	29

# LIST OF TABLES (con't)

<u>Table</u>		<u>Page</u>
16A	Employment of Residents of Livermore-Amador Valley Planning Unit; November 1974 - May 1976	31
17	Labor Force Participation of Men and Women 16 Years of Age and Older in Livermore, Pleasanton, Dublin and Certain Other Places: 1970	32
18	Employment of Livermore-Amador Valley Planning Unit Residents by Industry: 1960 and 1970	34
19	Change in Employment of Livermore-Amador Valley Planning Unit Residents by Industry: 1960 - 1970	35
20	Employment of Livermore-Amador Valley Planning Unit Residents by Occupation: 1969 and 1970	36
21	Change in Employment of Livermore-Amador Valley Planning Unit Resident by Occupation: 1960 and 1970	37
22	Median Family Income, and Median Family and Unrelated Individual Income of Places in and Around the Livermore-Amador Valley Planning Unit: 1970	38
23	Employment Locations of Residents of Livermore in November 1974 and Pleasanton in May 1975	40
24	Employment Locations of Residents in Percent of Livermore in November 1974 and Pleasanton in May 1975	41
25	Place of Work of Residents of Communities in Livermore-Amador Valley Planning Unit; November 1974 - May 1976	42
26	Jobs in the Livermore-Amador Valley and Employed Valley Residents: 1960 and 1970	43
27	Employment of Residents of the Livermore-Amador Valley Planning Unit and in the Livermore Community Labor Market by Industry: 1960	44
28	Employment of Residents of the Livermore-Amador Valley Planning Unit and in the Livermore Community Labor Market by Industry: 1970	45



## SUMMARY

### ECONOMIC REPORT ON THE LIVERMORE-AMADOR

### VALLEY PLANNING UNIT

## INTRODUCTION

This report is one of several background reports on the Livermore-Amador Valley Planning Unit which are part of the general plan review for the area. The report offers an overview of the economy of the Valley. It describes employment and businesses located within the Livermore-Amador Valley. It looks at the economic characteristics of the residents of the Valley including employment characteristics such as labor force participation, occupations and industries of employed residents, and income. And the study examines the commuting patterns into and out of the Valley. Primarily the report describes economic activity in 1970, and in some cases more recent years, and the trends in such activity since 1960. Comparisons are made with surrounding areas and the County as a whole where data are available.

## SUMMARY

### OVERVIEW OF THE ECONOMY OF THE LIVERMORE-AMADOR VALLEY

For the purposes of description and analysis, the economy of the Livermore-Amador Valley Planning Unit may be divided into four parts. The first of these is the land resource industries of agriculture and quarrying. This part of the economy is the oldest and it dominated in the Valley until the early 1950's. Today, though agriculture and quarrying are not important parts of the Valley's economy in terms of its total employment or income, the two enterprises are concerned with vital resources, and because of their proximity to present urban development, they are significant factors in defining the extent and pattern of urbanization in the Planning Unit.

A second part of the economy is that headed by research, and which includes manufacturing and wholesaling. This section is the backbone of employment located in the Valley and the basis for what might be called a balanced economy, one in which people both live and work in the same community. The key establishment of this part of the Livermore-Amador Valley economy is the Lawrence Livermore Laboratory. In 1970, the Laboratory employed approximately one-quarter of all employment located in the Valley. The Laboratory's role in the Valley's economy goes further than just the size of its employment. The atomic, laser, and high energy physics research facility has set an image of the Valley as a center for research. Today the Valley not only has many research facilities in areas associated with the Lawrence Livermore Laboratory, but also has establishments involved in all types of research.

A third part of the economy of the Livermore-Amador Valley could be called the commuter economy. The central element in this section is the employed residents who travel outside of the Valley, principally to cities along the Bay, to work. In 1974, just under half of the employed residents were a part of this section of the economy. Two characteristics of the commuter economy are the importance of transportation and dominance of residential land uses in the Valley.

A fourth and last part of the economy of the Livermore-Amador Valley is retail and personal services. This section provides products and services for local consumption. Retail sales in both Livermore and Pleasanton are low when compared to other communities of about the same size. The result is that Planning Unit residents must travel to areas outside of the Valley to fulfill many of their needs.

Each of the four parts of the economy of the Livermore-Amador Valley has its own problems, its own potential, and its own implications for the future growth and pattern of development in the Valley. Further, each part does not stand alone, but interplays with the others. In planning for the future of the Valley, the positive and negative aspects of each part of the economy need to be considered, and the four parts pieced together into a sound whole.



## EMPLOYMENT AND BUSINESS WITHIN THE LIVERMORE-AMADOR VALLEY

The Livermore-Amador Valley Planning Unit has an unusually high amount of employment in government and services. Together the two sectors accounted for over two-thirds of the employment located in the Planning Unit in 1970. The central reason for this large portion of employment in government and services is the Lawrence Livermore Laboratory and other associated research facilities. Wholesale trade does not employ a large proportion of those who work within the Planning Unit, but it did experience considerable growth in the 1960's as the Valley is at the crossroads of two major, regional highways and centrally located in relation to the population of the Bay Area. Retail employment and sales are low. There is no regional shopping center in the Valley, and residents must travel to either the Walnut Creek or Hayward areas to make many of their purchases. Though agriculture has lost ground to urbanization, which has taken much of the best land for farming, employment in the sector rose slightly in the 1960's. Finally, the Planning Unit had well less than ten percent of its employment in manufacturing in 1970, and less were employed in manufacturing than in agriculture.

## ECONOMIC CHARACTERISTICS OF RESIDENTS

The residents of the Livermore-Amador Valley communities had the highest median incomes of any of the Planning Units in the County, though the level was not dramatically higher than either that of communities in the Washington or Eden Planning Units. The resident labor force has the highest proportion of professional, technical and kindred workers, and managers and administrators and the lowest proportion of clerical and sales workers of any of the Planning Units, further signs of the relatively high economic standing of Valley residents. Services is the largest industrial category in which residents are employed, just as services was the largest sector of employment located in the Valley. But among residents, as compared to employment located in the Planning Unit, employment is more evenly distributed among the various industrial sectors. Labor force participation of women in the Valley, which was 36 percent in 1970, was the lowest in any area of the County, and about 10 percentage points lower than the average for the five county San Francisco-Oakland SMSA.

## COMMUTING PATTERNS

There is a large amount of commuting of workers both into and out of the Livermore-Amador Valley. At the mid-decade, just over one-half, or approximately 17,500 of Valley residents worked within the Valley. However, the proportion of commuters in the Valley varied greatly between Pleasanton and Dublin on the one hand, and Livermore on the other. In Livermore, 66 percent of employed persons worked in the Valley, while in Pleasanton only 38 percent of employed residents worked in the Valley. Furthermore, there is a great difference between the commuting patterns of primary and secondary wage earners. While 49 percent of the primary wage earners worked the Valley, over 70 percent of the secondary wage earners did.



Besides approximately 16,500 residents commuting out of the Valley to jobs, there is considerable commuting into the Valley to jobs. In 1970, roughly 7,000 workers travelled from outside to inside the Valley to workplaces.

#### FUTURE EMPLOYMENT IN THE VALLEY

There are two major industries for which expansion should be anticipated (1) government and allied research, (2) retail and services. The first may be considered "basic" activity, serving an area national in scope, the second "population-serving" activity serving local residents and employees.

Assuming the Livermore Amador Valley Water Management Agency (LAVWMA) 1996 population, there would be 131,000 residents in the Valley in twenty years. The civilian non-institutional part of this population is estimated at 128,000. The proportion 16 years of age and older at the 1974 rate would be 72 percent or 92,000. Of this number, 61.5 percent is likely to be in the labor force,<sup>1</sup> that is, interested in paid employment, totalling 57,000. With an unemployment rate of 7 percent, a net of 53,000 jobs would be needed for Valley residents.

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<sup>1</sup>Projection for the nation as a whole by U.S. Department of Labor, Bureau of Labor Statistics.



## OVERVIEW OF THE ECONOMY OF THE LIVERMORE-AMADOR VALLEY

The Livermore-Amador Valley Planning Unit is the last major area of the County to experience urban development. Before World War II and through to the early 1950's, the Valley was principally an agricultural area. As late as 1953 a County Planning Commission report described Pleasanton as a place of wines, gravel, and the Alameda County Fair, and Livermore as "a trade center in a grape, cattle, and grain growing area." The Valley remained lightly settled through 1950 when the population was 14,396 as reported in the U. S. Census.

During the pre-1950 agricultural period, the Valley did experience one spurt of growth. This was between 1940 and 1950 when the growth of Camp Parks contributed to the Valley's development. During World War II and shortly afterwards, 12,000 to 14,000 people were stationed at the base at one time. In the 1940's the Planning Unit's civilian population increased 77 percent from the 1940 level of 8,423.

Early in the 1950's it was thought the Camp Parks might be a major influence in the growth of the Livermore-Amador Valley. An Alameda County Planning Commission report of November 1951 stated that

-It is expected that Parks Air Force Base will employ approximately 7,000 and provide training facilities for 30,000.-

Such a large population at the base has of course not materialized and the facility's influence in the growth of the Valley since the early fifties has been small, if not nil. Its present role in the Valley's economy is minimal.

From the agricultural economy that lasted through the 1940's and early 1950's, the development of the Planning Unit in many ways has proceeded in a stereotype suburban pattern. As the bay plain urbanized and transportation improvements made the Valley more accessible to the central Bay Area, the Valley has become to a degree a simple extension of the urbanization of the Bay Area that started in San Francisco 125 years ago. This process of suburbanization became full fledged in the early 1950's with the improvement of then Highway 50 (I-580). As the area from San Leandro to Fremont filled with houses in the 1960's and with further highway improvements, development in the Valley increased at an even greater rate.

Few areas, however, are simple stereotype suburbs or follow a simple suburban development pattern and the Livermore-Amador Valley certainly has its own characteristics.

In the economy of the Planning Unit, perhaps the most important characteristic which complicates the simple suburban picture is Lawrence Livermore Laboratory, located just to the east of the downtown of Livermore and established in 1952. The facility was a major cause of rapid growth of Livermore in the 1950's when Pleasanton was only growing at a moderate pace. In 1958 the Laboratory already employed over 3,000 people. In 1960 it accounted for one-third of the Valley's employment in itself. In 1970, the Laboratory still accounted for one quarter of the Valley's employment.

This one research installation has set an image of the Valley as a research center. This is in part because of the establishment of complementary or auxiliary businesses, such as Sandia Laboratories and General Electric Vallecitos Nuclear Center. But over the last two decades, research operations in the Valley have broadened in scope into other areas, such as those pursued at Kaiser Aluminum and Chemical and Foremost Dairies, which have no relation to the Lawrence Livermore Laboratory.

Another influence which has given the Livermore-Amador Valley its unique development pattern is poor air quality. As an interior valley adjacent to the urbanized Bay Area, Planning Unit has had significant air quality deterioration since the 1960's. This problem, along with other factors, has been a spur to slow or no growth movements. In the early seventies, an initiative was voted upon and passed to severely restrict growth in Livermore and Pleasanton, but the measure was challenged in the courts. Presently, however, the Environmental Protection Agency (EPA) has imposed its own growth restrictions as a condition of funding of sewer facilities. If maintained, these will greatly reduce otherwise expected growth in the Valley. For example, Pleasanton recently cutback its projected 1996 population from 76,000 to 48,000 to meet EPA requirements.

Two other influences which were present before the beginning of urbanization in the 1940's also have some importance as economic parameters in the Valley. These are intensive agriculture, particularly vineyards, and gravel quarries. Relative to the total employment and income in the Valley, neither are of great importance, but each is a viable economic enterprise and can be significant in defining the extent and pattern of urbanization. The quarries are one of the best sources of aggregate for concrete and for other building purposes in Northern California. They are certainly of prime importance to the Bay Area because of their proximity to major construction areas. The vineyards have been in production for around a hundred years and support a number of wineries in an industry which has seen considerable growth in the last decade.

Since the early 1950's and particularly since the 1960's, agriculture and quarries have been a section of the economy of the Livermore-Amador Valley which is losing ground to other parts of the economy. Urbanization has encroached upon both prime agricultural and quarry lands. In the competition between land uses urbanization has almost completely overwhelmed the two land resource industries. The loss from diminishment of agricultural and quarrying is difficult to measure, just as it is difficult to measure the gain from urbanization. One thing is possible to see, however. The decrease in these two industries along with the growth of others has lessened the diversity in the economy, as well as in the landscape, which means also a decrease in the stability of the Valley's economy.

Urbanization has been generated from two principle divisions of the economy. One is what might be called the commuter economy. This is the economy of people who work outside of the Valley, mostly in areas around the Bay, and who reside in the Planning Unit. In its manifestation in the Livermore-Amador Valley, the commuter economy is houses and retail and personal services businesses, or what is called a bedroom suburb.

The other division of the economy which has contributed to the urbanization of the Valley is made up of research, manufacturing, and wholesaling operations which are located in the Planning Unit, with (as noted above) research dominating. This part of economy creates a more balanced community in which



people both work and reside. The City of Livermore in its preliminary general plan has stated a balanced economy as one of its goals.

The significance of the distinction between the two divisions of the economy which support urbanization is in reliance on transportation, almost exclusively the automobile, for travel to work, and in sources of revenues for public services. Trips to work are longer in the commuter economy, which means an increase in energy consumption and in the long run an increase in air pollution, both critical factors today. Revenues for public services in the commuter economy fall heavily on taxation of property and principally residential property. In the economy of local research, manufacturing, and wholesaling, property taxation is distributed among industrial, commercial, and residential uses, with industrial taking on a great deal of the burden.

Another element in the economy of the Livermore-Amador Valley Planning Unit is retail businesses and personal services. Presently, commercial development in Livermore, Pleasanton, and Dublin provides for only a part of the needs of the people in the Valley. Residents must drive to the Hayward or Walnut Creek areas to fulfill many of their needs. The low level of commercial sales also means that Valley communities lose potential revenues for public services, as well as local employment.

The land resource industries of agriculture and quarrying, the commuter economy, the economy of administration, research, manufacturing, and wholesaling, the commercial economy, and environmental limitations, primarily air quality, are pieces which need to be considered and put together into a desirable configuration as one looks at the future of the Livermore-Amador Valley Planning Unit.

## EMPLOYMENT AND BUSINESSES LOCATED WITHIN THE LIVERMORE-AMADOR VALLEY PLANNING UNIT

### SUMMARY OF EMPLOYMENT

The services and government sectors which dominate employment in the Livermore-Amador Valley together supplied 68.3 percent of the total employment while they employed only 45.3 percent of the working residents. On the other hand, construction, manufacturing, and wholesale and retail trade, which provided 39.9 percent of employed residents with work, constituted only 19.4 percent of the employment located in the Valley.

The significance of the governmental sector in the Planning Unit becomes evident when the Planning Unit's employment distribution is compared with that of Alameda County and the San Francisco-Oakland SMSA. The percentage of employment located in Livermore-Amador Valley within the governmental sector is almost double that of the County's governmental sector and is over twice the SMSA's governmental sector. See Table 1. The services agriculture, forestry, and fishing industries are also more important in the Planning Unit than they are in the County or the SMSA.

The remaining industries are of less significance in the Planning Unit's employment picture than they are in that of the County and the SMSA. Of particular interest is the manufacturing sector. While one out of every five jobs in Alameda County is connected with manufacturing, only slightly over one out of every twenty jobs located in the Livermore-Amador Valley Planning Unit is in manufacturing in this direction. See Table 1. The relative insignificance of manufacturing within the Planning Unit may be attributed to the shortage of low-income workers residing in the area, the severe competition provided by vacant industrial properties (including industrial parks) in more centrally located parts of the County, and the political pressures associated with the air pollution problem in the Livermore Valley.

### REVIEW OF MAJOR INDUSTRIAL DIVISIONS

#### 1. Government: 9,700 employees (1970)

The largest rise in employment during the 1960's occurred in the governmental sector, which had an increase of 4,800 workers during the decade. As was the case in the San Francisco-Oakland SMSA as a whole, the rise may be partially attributed to the increase in employment in the public schools. Actual employment data for the school districts in the Planning Unit for these years is not available, but the magnitude of the increase in school enrollment and in the salaries of school personnel gives some indication of the increase in employment. Between 1960 and 1970, enrollment in public schools in the Planning Unit grew from 7,229 to 29,272. Wages almost quadrupled during the decade from \$2.3 to \$9.0 million.



Table 1. EMPLOYMENT IN THE LIVERMORE COMMUNITY LABOR MARKET, ALAMEDA COUNTY AND THE SAN FRANCISCO-OAKLAND SMSA, BY INDUSTRY: 1970

	LIVERMORE COMMUNITY LABOR MARKET <sup>1</sup>		ALAMEDA COUNTY <sup>2</sup>		SAN FRANCISCO-OAKLAND SMSA <sup>3</sup>	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
TOTAL	21,100	100.0	456,100	100.0	1,396,900	100.0
Agriculture, Forestry and Fishing	1,500	7.1	3,600	0.8	10,200	0.7
Contract Construction	600	2.8	22,500	4.9	61,900	4.4
Manufacturing	1,300	6.2	83,300	18.3	201,500	14.4
Transportation, Communications and Utilities	400	1.9	34,300	7.5	133,200	9.6
Wholesale and Retail Trade	2,200	10.4	96,200	21.1	265,500	19.0
Finance, Insurance and Real Estate	600	2.8	19,400	4.3	96,700	6.9
Services	4,700	22.3	89,100	19.5	222,500	15.9
Government	9,700	46.0	106,500	23.3	271,500	19.5
Other	100	0.5	1,200	0.3	133,900	9.6

<sup>1</sup>Community Labor Market Surveys Division, State of California Department of Human Resources Development, Research and Statistics, September 1970. Data listed above represents all civilian employment for Livermore and Pleasanton Census Divisions in July 1970.

<sup>2</sup>Computed from data in reference 1 above.

<sup>3</sup>Area Manpower Review Division, State of California Department of Human Resources Development, Employment Data and Research, April 1973. This data represents estimates made by HRD for civilian employment in the San Francisco-Oakland SMSA in 1970. Employees, self-employed workers, unpaid family workers, and domestic servants have been included in the "other" category, rather than the specific sector in which they worked, as was the case in the data for the Livermore Community Labor Market and Alameda County. Forestry and Fishing are also included in the "other" category of the SMSA data.

Table 2. EMPLOYMENT IN THE LIVERMORE COMMUNITY LABOR MARKET BY INDUSTRY:  
1960 AND 1970

Industry	1960		1970	
	Number	Percent	Number	Percent
Total	10,300	100.0	21,100	100.0
Agriculture, Forestry and Fishing	700	6.8	1,500	7.1
Construction	200	1.9	600	2.8
Manufacturing	800	7.7	1,300	6.2
Transportation, Communication and Utilities	200	1.9	400	1.9
Wholesale and Retail Trade	800	7.8	2,200	10.4
Finance, Insurance and Real Estate	100	1.0	600	2.8
Services	2,500	24.3	4,700	22.3
Government	4,900	47.6	9,700	46.0
Other	100	1.0	100	0.5

SOURCE: Based on data from the State of California, Department of Human Resources Development, Research and Statistics Division, Community Labor Market Surveys, September 1960 and September 1970. Data represents all civilian employment for Livermore and Pleasanton Census Divisions in July 1960 and July 1970.



Table 3. CHANGE IN EMPLOYMENT IN LIVERMORE COMMUNITY LABOR MARKET, BY  
INDUSTRY: 1960-1970

INDUSTRY	1960 NUMBER	1970 NUMBER	AVERAGE ANNUAL PERCENT CHANGE 1960-1970
TOTAL	10,300	21,100	7.4
Agriculture, Forestry, and Fishing	700	1,500	7.9
Construction	200	600	11.6
Manufacturing	800	1,300	5.0
Transportation, Communication, and Utilities	200	400	7.2
Wholesale and Retail Trade	800	2,200	10.6
Finance, Insurance, and Real Estate	100	600	19.6
Services	2,500	4,700	6.5
Government	4,900	9,700	7.1
Other	100	100	-

SOURCE: Based on data from State of California, Department of Human Resource Development, Research and Statistics Division, Community Labor Market Survey, September 1960 and September 1970. Data listed above represent all civilian employment for Livermore and Pleasanton Census Divisions in July 1960 and July 1970.

Table 4. PUBLIC SCHOOL EMPLOYMENT BY SCHOOL DISTRICT; FEBRUARY, 1974

SCHOOL DISTRICT	CERTIFICATED EMPLOYEES	CLASSIFIED EMPLOYEES	TOTAL EMPLOYEES
TOTAL	924	517	1,441
Amador Valley Joint Union High School	299	153	452
Mountain House	3	1	4
Murray	318	167	485
Pleasanton Joint	290	185	475
Sunol Glen	14	11	25

SOURCE: Based on data from Alameda County School Department, Business Services Division, unpublished sources.

Table 5. TOTAL SALARIES PAID TO EMPLOYEES OF SCHOOL DISTRICTS IN LIVERMORE-AMADOR VALLEY PLANNING UNIT; 1960-1961 AND 1971-1972

TOTAL	<u>1960-1961 PAYROLLS</u>	\$2,268,217	TOTAL	<u>1971-1972 PAYROLLS</u>	\$8,993,076
Amador Valley Joint Union High School	222,148		Amador Valley Joint Union High School	2,771,836	
Green	31,305		Mountain House	16,401	
Inman	5,382		Pleasanton Joint	2,776,057	
Livermore	1,068,890		Sunol Glen	147,754	
Livermore Joint Union High School	439,602		Murray	3,291,028	
May Joint	65				
Mountain House	11,244				
Murray	50,750				
Pleasanton Joint	389,225				
Sunol Glen	49,606				

SOURCE: Based on data from State Controller's Office, Financial Transactions Concerning School Districts of California, 1960-1961 and 1971-1972 editions.

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However, despite the increase, public school employment constituted only a small fraction of government employment within the Livermore-Amador Valley. In February, 1974, the five public school districts located within the Planning Unit's borders employed a total of 1,441 workers.

The largest employer in the governmental sector is Lawrence Livermore Laboratories. Founded in 1952, Lawrence Livermore Laboratory employed 5,270 workers in June, 1973, including 1,773 professional workers, 568 craftsmen, 1,095 technicians, and 1,834 administrative and clerical workers. In November, 1976, employment at the Laboratory had increased to 6,188. Lawrence Livermore Laboratory activities range from nuclear weapons research to the study of laser fusion, bio-medicine, and non-nuclear energy generation.

Two hospitals in Livermore, Valley Memorial Hospital, which employed 342 people, and a Veteran's Administration Hospital, which employed 380 people, supply additional employment. Valley Memorial Hospital, which opened in 1961 with 46 beds and 70 employees, undertook most of its expansion in 1969, when it added 66 beds to its facility. The Veteran's Administration Hospital, which was founded in 1924 in order to treat tubercular patients, has been a general medical hospital since 1961. With 191 beds, it handles approximately 3,000 patient admissions annually, along with 22,000 outpatient visits.

## 2. Services: 4,700 employees (1970)

The services sector, which gained 2,200 employees between 1960 and 1970, had the second largest increase in employment in the Livermore-Amador Valley Planning Unit during the ten year period. The two largest employers in this sector are Sandia Laboratories of Livermore which employed 870 people in December, 1973, and the General Electric Vallecitos Nuclear Center which employed 514 people, also in December 1973. Sandia Laboratories, which is a subsidiary of the Western Electric Company, also operates laboratory facilities in Albuquerque, New Mexico and a test range in Tonopah, Nevada. Its Livermore Laboratory was opened in February, 1956, and grew rapidly until mid-1961, when it employed 968 workers. Most of the on-going work at Sandia is related to the development of nuclear weapons systems, with all of its funding coming directly from the Atomic Energy Commission.

The third largest services employer is the Clorox Research Center in Pleasanton, which employs 100 workers.

Building permit records for the last ten years show that the Livermore-Amador Valley Planning Unit attracts an unusually high number of firms engaged in research and development. Table 6 lists some of the larger research-oriented firms that have located in the Planning Unit since 1965.

Data from the 1967 and 1972 Censuses of Selected Service Industries\* indicate that selected service employment within the City of Livermore increased from 1,290 jobs in 1967 to 1,555 jobs in 1972, or 20.5 percent. Selected service firms increased in number from 130 to 252, and annual payrolls in this sector rose from \$10.8 million to \$17.4 million. The receipts collected by these firms increased 43.2 percent, from \$30.3 million in 1967 to \$44.1 million in 1972.

In Pleasanton's selected services industries, employment grew 33.9 percent, or from 236 to 316 jobs, between 1967 and 1972. The number of firms increased from 81 to 144. Annual payrolls in this sector rose from \$1.4 million to \$2.3 million, or 66.4 percent and annual receipts increased from \$4.0 million to \$6.8 million or 67.4 percent.

### 3. Wholesale and Retail Trade: 2,200 employees (1970)

The third largest increase in employment in the Livermore-Amador Valley Planning Unit was in the wholesale and retail trade sector, which increased from 800 workers in 1960 to 2,200 workers in 1970. Most of this change is undoubtedly due to the increase in retail trade employment which tends to increase in relation to population growth.

#### Wholesale Trade:

While it would be difficult to pinpoint precisely the magnitude of the increase in employment in wholesale trade for the Planning Unit during the 1960's, a number of medium and large-size wholesaling firms located in the area between 1965 and 1973. See Table 7.

Other large wholesaler employers are Scholastic Magazines and Books, Inc. with 165 employees as of January 1973; Lucky Stores, Inc., with 75 employees as of December, 1973; and Sunshine Art Studio with 50 employees as of October, 1971.

The 1972 Census of Wholesale Trade reported 17 wholesaling firms employing 712 persons in Livermore in 1972. Total wholesale payrolls for the year equalled \$255,000, while total sales were \$2.5 million. These sales accounted for only one-twentieth of one percent of the total sales in this sector for Alameda County, leaving Livermore with the lowest wholesale sales to number of residents ratio in the County, \$55 per capita. The County-wide per capita figure was \$4,361.

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\*These Censuses include all firms which fall into the following Standard Industrial Classification categories: Hotels, motels, tourist courts, trailering parks, and camps (701, 703), personal services (72), business services (73), automotive repair, services, and garages (75), miscellaneous repair services (76), amusement and recreation services, including motion pictures (78, 79), dental laboratories (8072), legal services (81), and engineering, architectural, and surveying services (891).

Table 6. RESEARCH AND DEVELOPMENT FIRMS LOCATING IN LIVERMORE PLANNING UNIT; 1965-1973  
(A PARTIAL LIST)

Year located	Name of firm, city	Sq. ft. of building space in original structure (or size of site)	Initial investment	New jobs	Type of research conducted
1965	Foremost Dairies Inc., Dublin	44,000	\$2,000,000	50	Research and development of milk by-products
1967	Kaiser Aluminum and Chemical Corp. Center for Technology, Pleasanton	75 Acres	\$6,500,000	300	Materials Research
1969	Livermore Data Systems, Livermore	5,000	\$ 100,000	8	Communications Equipment
1969	California Metallogical Industries, Livermore	8,000	\$ 290,000	5	Metals
1972	Parks Research Corp., Livermore	3,000	\$ 70,000	10	

NOTE: Figures have been adjusted from those listed in sources in cases where the Alameda County Planning Department was able to obtain more current information.

SOURCE: Based on data from Alameda County New Industries Committee, Oakland Chamber of Commerce, Growth West, various dates 1965-1973; Pleasanton Chamber of Commerce; and Livermore Chamber of Commerce.



## Retail Trade:

According to the 1967 and 1972 censuses of retail trade, retail employment in the City of Livermore rose from 1,031 jobs in 1967 to 1,756 jobs in 1972, or 70.3 percent. The number of retail firms in Livermore increased from 211 to 310, as annual retail payrolls increased from \$5.2 million in 1967 to \$9.7 million in 1972, or 72.9 percent. Of the two-digit Standard Industrial Classification retail sectors, automobile dealers, whose sales rose \$14.3 million or 98.2 percent, had the largest increase in sales. In 1972, automobile dealers accounted for 34.1 percent of the total retail sales in Livermore, and food stores accounted for an additional 29.7 percent.

Between 1967 and 1972, retail employment in Pleasanton grew from 357 to 637 jobs, or 78.4 percent. The number of retail stores in the city rose from 92 in 1967 to 148 in 1972, as retail payroll increased from \$1.8 million to \$3.7 million, or 107.3 percent. Pleasanton's retail sales totalled \$27.9 million in 1972, with 41.6 percent occurring in food stores. The percentage of sales that were transacted in the automotive dealers sector is not available, but it appears to have been the second largest sales sector, as gasoline service stations alone accounted for 13.5 percent of the city's retail sales. The Pleasanton retail sector's sales almost doubled between 1967 and 1972, with the food stores experiencing approximately one-half of the \$13.6 million total increase.

When the retail sales in Livermore and Pleasanton are compared with other cities of a similar size, it is apparent that both have a low volume of retail business. Of eight places of approximately the same population which were compared to Livermore in retail sales, Livermore had lower sales than all but two. Of nine places of approximately the same population which were compared to Pleasanton, Pleasanton had lower sales than all but one.

Livermore and Pleasanton were low in all types of retail sales. There was no category which showed particular strength. The category significantly below the leaders in both Livermore and Pleasanton was automobile dealers. The categories that fared slightly better than others were food, gasoline service stations, eating and drinking places, and drugs. Those that fared slightly worse than others were building materials, general merchandise, automobile dealers, apparel, and furniture.

The higher categories are those which are more convenience oriented and are places where daily or weekly purchases are made, while those that were less well off were those where larger, and less infrequent purchases, are made. These observations point out one reason for the low sales in both cities. They are places of recent, rapid growth. Retail development follows population growth, but there is usually a lag between the population growth and retail development. And some types of retail development have less lag time than others.

One type of retail development which comes only after considerable growth is a regional shopping center with its large department stores. There is no such center in the Livermore-Amador Valley, though one is proposed called Stoneridge, which is to be located at the intersection of I-580 and I-680. The center is now planned to be built in 1979 or 1980. Upon its

Table 7. WHOLESALING FIRMS LOCATING IN LIVERMORE-AMADOR VALLEY PLANNING UNIT; 1965-1973 (A PARTIAL LIST)

Year located		Sq. ft. of building space in original structure (or size of site)	Initial investment	New jobs	Type of research conducted
1966	Mobat Tires Rubber Company, Livermore	30,000	\$ 500,000	25	Retread Tires
1968	Reynold C. Johnson Co., Pleasanton <sup>1</sup>	210,000	2,700,000	160	Volkswagen, Porches, Audis
1970	Amfac Distribution Center, Dublin	243,000	5,500,000	350	Clothing
1971	Ambrose Meat Packing, Pleasanton	NA	23,000	NA	Meats
1972	United Investors Warehouse, Dublin	NA	158,000	NA	
1972	Hovick Warehouse, Dublin	NA	140,000	NA	

<sup>1</sup>Reynold C. Johnson Company has closed its wholesale operation in Pleasanton.

NOTE: Figures have been adjusted from those listed in sources in cases where the Alameda County Planning Department was able to obtain more current information.

SOURCES: Based on data from Alameda County New Industries Committee, Oakland Chamber of Commerce. Growth West, various dates 1965-1973.

Table 8. ANNUAL SALES IN LIVERMORE'S RETAIL SALES SECTOR, BY TYPE OF STORE:  
1967 AND 1972

1972 SIC <sup>a</sup>	1967 Sales		1972 Sales	
	Amount (\$1,000)	Percent	Amount (\$1,000)	Percent
Total	\$48,865	100.0	\$84,469	100.0
52 Building Materials, Hardware, Garden Supply, and Mobile Home Dealers	1,714	3.5	2,766	3.3
53 General Merchandise Group Stores	3,406	7.0	7,358	8.7
54 Food Stores	15,090	30.9	25,104	29.7
55 Automotive Dealers	14,545	29.7	28,827	34.1
554 Gasoline Service Stations	3,960	8.1	7,401	8.8
56 Apparel and Accessory Stores	1,856	3.8	2,531	3.0
57 Furniture, Home Furnishings, and Equipment Stores	1,953	4.0	3,578	4.3
58 Eating and Drinking Places	2,476	5.1	4,924	5.8
59 Miscellaneous Retail Stores	7,825	16.0	9,381	11.1
591 Drug Stores	1,986	4.1	3,492	4.1

<sup>a</sup>Standard Industrial Classification

SOURCE: Based on data from U.S. Bureau of the Census, 1967 Census of Business, Retail Trade: California, U.S. Government Printing Office, 1969, p. 6-135 and 1972 Census of Retail Trade, Area Series, California, U.S. Government Printing Office, 1974, pp. 5-142 and 5-143.

ACPD/1976



Table 9. CHANGE IN ANNUAL SALES IN LIVERMORE'S RETAIL SALES SECTOR BY TYPE OF STORE: 1967-1972

1972 SIC <sup>a</sup>	1967 Sales (\$1,000)	1972 Sales (\$1,000)	1967-72 (\$1,000)	Average Annual Percent Change 1967-72
Total	\$48,865	\$84,467	\$35,604	5.6
52 Building Materials, Hardware, Garden Supply, and Mobile Home Dealers	1,714	2,766	1,052	4.9
53 General Merchandise Group Stores	3,406	7,358	3,952	8.2
54 Food Stores	15,090	25,104	10,014	5.2
55 Automotive	14,545	28,827	14,282	7.1
554 Gasoline Service Stations	3,960	7,401	3,441	6.5
56 Apparel and Accessory Stores	1,856	2,531	675	3.2
57 Furniture, Home Furnishing, and Equipment Stores	1,953	3,578	1,625	6.2
58 Eating and Drinking Places	2,476	4,924	2,448	7.1
59 Miscellaneous Retail Stores	7,825	9,381	1,556	1.8
591 Drug Stores	1,986	3,492	1,506	5.8

<sup>a</sup>Standard Industrial Classification

SOURCE: Based on data from U.S. Bureau of the Census, 1967 Census of Business, Retail Trade: California, U.S. Government Printing Office, 1969, p. 6-135 and 1972 Census of Retail Trade, Area Series, California, U.S. Government Printing Office, 1974, pp. 5-142 and 5-143.

Table 10. ANNUAL SALES IN PLEASANTON'S RETAIL SALES SECTOR, BY TYPE OF STORE: 1967 AND 1972

1972 SIC <sup>a</sup>	1967 Sales		1972 Sales	
	Amount (\$1,000)	Percent	Amount (\$1,000)	Percent
Total	\$14,296	100.0	\$27,916	100.0
52 Building Materials, Hardware, Garden Supply, and Mobile Home Dealers	1,093	7.6	1,333	4.8
53 General Merchandise Group Stores	NA	NA	NA	NA
54 Food Stores	4,743	33.2	11,600	41.6
55 Automotive Dealers	NA	NA	NA	NA
554 Gasoline Service Stations	1,739	12.2	3,770	13.5
56 Apparel and Accessory Stores	NA	NA	851	3.0
57 Furniture, Home Furnishings, and Equipment Stores	548	3.8	789	2.8
58 Eating and Drinking Places	1,878	13.1	3,431	12.3
59 Miscellaneous Retail Stores	2,052	14.4	1,641	5.9
591 Drug Stores	523	3.7	1,955	7.0

<sup>a</sup>Standard Industrial Classification

SOURCE: Based on data from U.S. Bureau of the Census, 1967 Census of Business, Retail Trade: California, U.S. Government Printing Office, 1969, p. 6-135 and 1972 Census of Retail Trade, Area Series, California, U.S. Government Printing Office, 1974, pp. 5-142 and 5-143.

Table 11. CHANGE IN ANNUAL SALES IN PLEASANTON'S RETAIL SALES SECTOR, BY TYPE OF STORE: 1967-1972

1972 SIC <sup>a</sup>	1967 Sales (\$1,000)	1972 Sales (\$1,000)	Change 1967-72 (\$1,000)	Average Annual Percent Change 1967-72
Total	\$14,296	\$27,916	\$13,620	6.9
52 Building Materials, Hardware, Garden Supply, and Mobile Home Dealers	1,093	1,333	240	2.0
53 General Merchandise Group Stores	NA	NA	NA	NA
54 Food Stores	4,743	11,600	6,857	9.4
55 Automotive Dealers	NA	NA	NA	NA
554 Gasoline Service Stations	1,739	3,770	2,031	8.0
56 Apparel and Accessory Stores	NA	1,851	NA	NA
57 Furniture, Home Furnishing, and Equipment Stores	548	789	241	3.7
58 Eating and Drinking Places	1,878	3,431	1,553	6.2
59 Miscellaneous Retail Stores	2,052	1,641	-411	2.2
591 Drug Stores	523	1,955	1,432	14.1

<sup>a</sup>Standard Industrial Classification

SOURCE: Based on data from U.S. Bureau of the Census, 1967 Census of Business, Retail Trade: California, U.S. Government Printing Office, 1969, p. 6-135 and 1972 Census of Retail Trade, Area Series, California, U.S. Government Printing Office, 1974, pp. 5-142 and 5-143.



Table 12. RETAIL SALES TAX PERMITS AND RETAIL TAXABLE TRANSACTIONS FOR LIVERMORE AND PLEASANTON IN 1960 AND 1970, BY TYPE OF STORE

	LIVERMORE						PLEASANTON					
	1960 Retail Sales Tax Permits	1970 Retail Sales Tax Permits	Average Annual Pct. Change	1960 Retail Taxable Trans- Actions (\$1,000s)	1970 Retail Taxable Trans- Actions (\$1,000s)	Average Annual Pct. Change	1960 Retail Sales Tax Permits	1970 Retail Sales Tax Permits	Average Annual Pct. Change	1960 Retail Taxable Trans- Actions (\$1,000s)	1970 Retail Taxable Trans- Actions (\$1,000s)	Average Annual Pct. Change
Total	132	234	5.9	12,575	42,431	12.9	54	89	5.1	3,443	11,272	12.6
Apparel Stores	16	21	2.8	942	2,506	10.3	NA	8	NA	NA	1,250	NA
General Merchandise Stores	7	17	9.3	1,741	6,971	14.9	NA	3	NA	NA	NA	NA
Drug Stores	4	8	7.2	703	2,211	12.1	NA	3	NA	NA	NA	NA
Food Stores	13	17	2.7	1,784	5,578	12.1	NA	8	NA	NA	1,879	NA
Packaged Liquor Stores	3	7	8.8	392	1,628	15.3	NA	3	NA	NA	NA	NA
Eating and Drinking Places	22	47	7.9	876	3,680	15.4	NA	21	NA	NA	2,031	NA
Home Furnish and Appliances	8	16	7.2	710	2,210	12.0	NA	9	NA	NA	508	NA
Bldg. Matrl. and Farm Implmts.	11	13	1.7	1,072	2,109	7.0	NA	6	NA	NA	1,273	NA
Auto Dealers and Auto Supplies	9	14	4.5	3,368	12,136	13.6	NA	3	NA	NA	NA	NA
Service Stations	22	28	2.4	408	692	5.4	NA	11	NA	NA	448	NA
Other Retail Stores	17	46	10.5	579	2,710	18.9	NA	14	NA	NA	3,833	NA

SOURCES: Based on data from State Board of Equalization, Trade Outlets and Taxable Retail Sales in California During 1960, 1st Annual Report, July 15, 1961.

State Board of Equalization, Trade Outlets and Taxable Retail Sales in California During 1970, 10th Annual Report, April 19, 1971.

ACPD/1976

Table 13. RETAIL SALES TAX PERMITS AND RETAIL TAXABLE TRANSACTIONS FOR LIVERMORE AND PLEASANTON IN 1972, AND THE PERCENTAGE CHANGE SINCE 1970, BY TYPE OF STORE

	LIVERMORE						PLEASANTON					
	1970 Retail Sales Tax Permits	1972 Retail Sales Tax Permits	Average Annual Pct. Change	1970 Retail Taxable Trans- Actions (\$1,000s)	1972 Retail Taxable Trans- Actions (\$1,000s)	Average Annual Pct. Change	1970 Retail Sales Tax Permits	1972 Retail Sales Tax Permits	Average Annual Pct. Change	1970 Retail Taxable Trans- Actions (\$1,000s)	1972 Retail Taxable Trans- Actions (\$1,000s)	Average Annual Pct. Change
Total	234	231	-0.6	42,431	53,619	12.4	89	106	9.1	11,272	16,817	22.5
Apparel Stores	21	20	-2.4	2,506	2,620	2.3	8	11	17.3	1,250	1,386	5.3
General Merchandise Stores	17	16	-3.0	6,971	7,402	3.1	3	3	0.0	NA	NA	NA
Drug Stores	8	8	0.0	2,211	1,796	9.9	3	4	15.4	NA	NA	NA
Food Stores	17	19	5.7	5,578	6,419	7.3	8	9	6.1	1,879	3,100	28.5
Packaged Liquor Stores	7	7	0.0	1,628	1,840	6.3	3	6	41.5	NA	1,180	NA
Eating and Drinking Places	47	45	2.1	3,680	5,255	19.5	21	27	13.4	2,081	3,523	30.2
Home Furnish, and Appliances	16	10	21.0	2,210	2,621	8.9	9	9	0.0	508	659	13.4
Bldg. Matrl. and Farm Implmts.	13	12	3.9	2,109	2,646	12.0	6	6	0.0	1,273	1,226	-1.9
Auto Dealers and Auto Supplies	14	15	3.5	12,136	16,088	15.1	3	3	0.0	NA	NA	NA
Service Stations	28	34	10.2	692	4,074	1.0 <sup>1</sup>	11	14	12.8	448	2,083	1.0 <sup>1</sup>
Other Retail Stores	46	45	-1.1	2,710	2,858	2.7	14	14	0.0	3,833	3,660	-2.3

<sup>1</sup>A comparison between 1970 and 1972 taxable sales of service stations has little meaning because of changes in tax laws. In 1970 there was no sales tax on gasoline. In half of 1972, there was a sales tax.

SOURCE: Based on data from State Board of Equalization, Trade Outlets and Taxable Retail Sales in California 1970, 19th Annual Report, April 19, 1971.

State Board of Equalization, Trade Outlets and Taxable Retail Sales in California During 1972, 12th Annual Report, April 16, 1973.

ACPD/1976

completion, the retail sales picture in the Valley will improve significantly. However, until that time, if it comes, many purchases by Valley residents will be made either in the Walnut Creek area or in the Hayward area where there are large department stores, and established furniture and building material outlets.

Another factor which needs to be considered as to retail sales in the Valley and their potential, particularly in Livermore, is that the area is presently on the periphery of urban development in the San Francisco Bay Area. As an outlying area, the Valley cannot expect to attract businesses which depend on large markets.

Most businesses will locate as centrally as they can in their market area. In the future the intersection of I-580 and I-680 may be the center of some market areas as both the Livermore-Amador Valley and the San Ramon Valley develop, but the eastern side of the Valley will not be centrally located unless urbanization develops extensively to the north or east.

Until recently a lack of information on sales in Dublin has made it impossible to assess Dublin's retail status. However, within the last year the Alameda County Planning Department has received taxable sales data from the State Board of Equalization for the year 1974. With this information, Dublin's retail activity can be compared with other places, particularly Livermore and Pleasanton, and the entire Valley retail picture appraised.

The comparison of taxable sales in Dublin, a place of approximately 16,000 people, to Livermore, a city of roughly 50,000, and Pleasanton, a city of slightly over 30,000, reveals that Dublin, despite its small population size, is second among the three communities in taxable sales, and may well now (in 1976) be the leading retail center in the Livermore-Amador Valley. Dublin's taxable sales of \$68.5 million in 1974 nearly equalled Livermore's \$71.5 million, and were almost twice Pleasanton's \$35.5 million. See Table 15A. On a per capita basis Dublin in 1974 had sales of \$4,391, compared to \$1,430 for Livermore and \$1,128 for Pleasanton.

In regards to types of sales, general merchandise and drug stores and building material stores are the two outstanding retail store categories in Dublin. Dublin, with \$22.5 million, had over twice the sales in general merchandise and drug stores as did Livermore, which had \$10.0 million in sales in 1974. Per capita, Dublin had 56 percent more general merchandise and drug store sales than Hayward and 64 percent more than Walnut Creek. For building material outlets, Dublin had \$5.1 million in sales, or 54 percent of the Livermore-Amador Valley's three communities' sales. Livermore had \$3.4 million and Pleasanton had \$0.9 million. Per capita, Dublin's \$328 sales in building materials was 101 percent higher than Hayward's \$163 and 102 percent more than Lafayette's, the next highest place's, \$162. Livermore and Pleasanton had \$68 and \$30 per capita sales for building material stores. See Table 15B.



Besides the excellent sales in the general merchandise and drug store and building material store categories, Dublin also did well in food and liquor stores, auto dealers, and service station sales, even though it did not have the highest sales in the Livermore-Amador Valley in any of these areas. For food and liquor stores, Dublin, with \$6.0 million had less sales than both Livermore, which had \$11.0 million, and Pleasanton, which had \$6.2 million. The same is true for service stations, for which Dublin had \$4.9 million in sales compared to \$8.8 million in Livermore and \$5.5 million in Pleasanton. See Table 15B. As both food and liquor stores and service station typically closely correlate to population, more so than other types of retail establishments, Livermore and Pleasanton's higher sales in these areas are to be expected.

For auto dealer sales, Livermore had \$13.5 million or \$271 per capita in sales, while Dublin had \$9.9 million or \$632 per capita. Pleasanton's auto dealer sales were unavailable, but were likely no more than \$2.0 million. Per capita, Dublin's auto dealer sales of \$632 compare well with Hayward's \$644 and Walnut Creek's \$683.

Apparel stores were the weak side of the Dublin sales picture in 1974. Dublin's \$0.4 million accounted for only 8.4 percent of the sales in this category in the Livermore-Amador Valley. Even per capita Dublin showed poorly, with \$27 in sales compared to \$62 in Livermore and \$46 in Pleasanton.

#### 4. Agriculture: 1,500 employees (1970)

The Livermore-Amador Valley Planning Unit's agriculture, forestry and fishing sector, which more than doubled in employment between 1960 and 1970, constituted 41.7 percent of all the agricultural, forestry and fishing employment in Alameda County. Livestock (sheep and cattle), grapes (vineyards) and alfalfa hay are the three major agricultural commodities produced in the area. In contrast to the rest of the County only one crop of vegetables may be grown each year in the Planning Unit because of cold winter temperatures. Canning tomatoes are the biggest vegetable crop grown in the area, followed by cucumbers. Grains and walnuts are also produced in large quantities.

Table 14. PER CAPITA RETAIL SALES IN LIVERMORE AND OTHER CITIES OF APPROXIMATELY THE SAME POPULATION: 1972.

	All Estab- lishment	Build- ing Mater- ials	General Merchan- dise	Food	Auto- mobile Deal- ers	Gaso- line Ser- vice	Apparel	Furni- ture	Eating & Drinking	Drug	Miscellaneous
San Rafael	4,686	182	758	687	1,229	163	284	282	251	NA	NA
Escondido	4,573	506	1,005	720	1,089	213	153	190	253	119	326
Walnut Creek	4,541	148	753	827	1,102	276	349	328	267	190	302
Hayward	3,630	59	759	603	1,028	172	224	124	204	NA	NA
Le Habre	2,884	118	510	648	666	179	150	111	212	98	191
Fountain Valley	1,872	NA	586	553	35	216	51	68	108	NA	114
Livermore	1,801	59	157	535	457	158	54	76	105	74	126
Carmichael	1,235	63	NA	414	112	110	79	75	115	106	NA
Cypress	819	19	NA	279	134	100	18	35	64	34	NA

SOURCE: Based on data from U.S. Bureau of the Census, Census of Retail Trade, 1972, Area Series: California, RC72-A-5, Washington D.C., U.S. Government Printing Office, 1974. pp. 5-142 and 5-143; Department of Finance, State of California, "Population Estimates of California Cities and Counties: January 1, 1973 and January 1, 1974." Sacramento, May 21, 1974; and Alameda County Planning Department, "Population of Alameda County, April 1, 1970, and Preliminary Estimates, Planning Units, Planning Areas and Cities January and July Each Year 1971 Through 1975," Hayward, April, 1975.

Table 15. PER CAPITA RETAIL SALES IN PLEASANTON AND OTHER CITIES OF APPROXIMATELY THE SAME POPULATION: 1972

	All Estab- lishments	Build- ing Mater- ials	General Merchan- dise	Food	Auto- mobile Dealers	Gasoline Ser- vice	Apparel	Furni- ture	Eating & Drinking	Drug	Miscellaneous
Pleasant Hill	3,198	166	1,069	581	241	248	37	105	181	261	309
Tustin	2,591	347	101	919	65	298	99	132	247	129	254
Petaluma	2,528	202	120	728	541	195	152	95	155	130	210
Antioch	2,196	68	NA	518	625	137	109	41	175	70	NA
Novato	1,918	63	61	508	580	149	70	74	145	128	140
Placentia	1,867	46	NA	375	646	141	217	35	123	15	NA
Newark	1,243	78	338	447	23	124	NA	21	68	51	NA
Seal Beach	1,174	32	NA	371	24	169	143	23	162	57	NA
Pleasanton	941	45	NA	391	NA	127	29	27	116	55	66
Saratoga	809	41	NA	281	40	75	39	39	NA	NA	215

SOURCE: Based on data from U.S. Bureau of the Census, Census of Retail Trade, 1972, Area Series: California, RC72-A-5, Washington D.C., U.S. Government Printing Office, 1974. pp. 5-142 and 5-143; Department of Finance, State of California, "Population Estimates of California Cities and Counties: January 1, 1973 and January 1, 1974." Sacramento, May 31, 1974; and Alameda County Planning Department, "Population of Alameda County, April 1, 1970, and Preliminary Estimates, Planning Units, Planning Areas and Cities January and July Each Year 1971 Through 1975," Hayward, April, 1975.



TABLE 15A. TAXABLE SALES IN DUBLIN, LIVERMORE AND PLEASANTON: 1974

Type of Business	Dublin		Livermore		Pleasanton		Total of Three Places		
	\$1,000	Percent of Three Places Total	\$1,000	Percent of Three Places Total	\$1,000	Percent of Three Places Total	\$1,000	Percent of Retail Store Sales	Percent of All Outlet Sales
Apparel Stores	422	8.4	3,121	62.3	1,464	29.3	5,007	3.5	2.8
General Merchandise Stores	22,516	69.2	7,988	30.8	NA <sup>1</sup>		32,518	22.5	18.5
Drug Stores			2,014		NA <sup>1</sup>				
Food Stores	5,955	25.5	8,557	47.5	4,459	27.0	23,318	16.2	13.3
Liquor Stores			2,516		1,831				
Eating and Drinking Places	4,565	28.5	7,411	46.3	4,039	25.2	16,015	11.1	9.1
Home Furnishings and Appliances	1,615	36.7	2,013	45.8	768	17.5	4,396	3.0	2.5
Building Materials	5,109	54.0	3,412	36.1	944	9.9	9,465	6.6	5.4
Auto Dealers	9,853	42.1	13,564	57.9	NA <sup>1</sup>		23,417	16.2	13.3
Service Stations	4,889	25.5	8,775	45.7	5,534	28.8	19,198	13.3	10.9
Other Retail Stores	1,739	16.0	4,314	39.6	4,843 <sup>2</sup>	44.4	10,896	7.6	6.2
Retail Store Totals	56,663	39.3	63,685	44.2	23,882	16.5	144,230	100.0	82.2
All Other Outlets	11,839	37.8	7,839	25.0	11,653	37.2	31,331		17.8
Total All Outlets	68,502	39.0	71,524	40.8	35,535	20.2	175,561		100.0

<sup>1</sup>Sales have been included in "Other Retail Sales."  
<sup>2</sup>Figure includes sale figures which are not available above.

SOURCE: Based on data from State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Castro Valley as prepared for the Alameda County Planning Department. Sacramento, August, 1975; State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Dublin as prepared for the Alameda County Planning Department. Sacramento, February, 1976; State of California, Board of Equalization, Taxable Sales in California (Sales and Use Tax During 1974: Fourteenth Annual Report. Sacramento, April 1975. Table 5, "Taxable Sales in the 240 Largest Cities, by Type of Business, 1974," p. 16, 20, 21, 22, 25, and 30.

TABLE 158. TAXABLE SALES IN DUBLIN AND CERTAIN OTHER COMMUNITIES, BY TYPE: 1974

Type of Business	Albany		Castro Valley		Dublin		Hayward		Lafayette		Livermore		Pleasanton		Walnut Creek	
	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)
Apparel Stores	1	NA <sup>1</sup>	13	1,659	10	422	70	21,442	10	1,419	19	3,121	15	1,464	51	12,764
General Merchandise Stores	5	246	9	7,465	6		26	81,834	4	NA <sup>1</sup>	12	7,988	2	NA <sup>1</sup>	20	34,839
Drug Stores	6	246	11	1,446	2	22,516	19	6,107	3	NA <sup>1</sup>	9	2,014	4	NA <sup>1</sup>	8	7,560
Food Stores	9	1,889	25	8,009	14	5,955	60	17,643	10	4,482	19	8,557	10	4,459	29	19,741
Liquor Stores	6	1,304	13	2,953	3		25	5,988	5	1,583	8	2,516	8	1,831	11	3,593
Eating and Drinking Places	41	4,653	46	5,650	23	4,565	200	27,118	37	6,374	53	7,411	28	4,039	76	16,827
Home Furnishings and Appliances	6	779	11	711	17	1,615	52	9,866	22	2,624	9	2,013	10	768	42	7,354
Building Materials	3	NA <sup>1</sup>	17	2,688	5	5,109	23	15,505	9	3,367	13	3,412	5	944	18	4,682
Auto Dealers	9	8,747	7	1,840	16	9,853	66	61,207	5	5,419	17	13,564	2	NA <sup>1</sup>	35	32,863
Service Stations	7	2,107	31	8,528	13	4,889	97	23,700	16	4,962	31	8,775	17	5,534	40	16,571
Other Retail Stores	30	4,328 <sup>2</sup>	34	2,077	21	1,739	175	35,986	49	9,793 <sup>2</sup>	54	4,314	23	4,843 <sup>2</sup>	123	18,420
Retail Stores Totals	123	24,299	217	43,023	130	56,663	813	306,396	170	40,023	244	63,685	124	23,882	453	175,334
All Other Outlets	163	13,652	450	6,576	216	11,839	1,374	117,523	322	8,994	483	7,839	233	11,653	577	25,217
Total All Outlets	286	37,951	667	49,599	346	68,502	2,187	423,919	492	49,017	727	71,524	357	35,535	1,030	200,551

<sup>1</sup>The sales figure has been included in the sales of "Other Retail Stores".<sup>2</sup>The sales figure include the sales figures which are not available above.

SOURCE: Based on data from State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Castro Valley as prepared for the Alameda County Planning Department. Sacramento, August, 1975; State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Dublin as prepared for the Alameda County Planning Department. Sacramento, February, 1976; State of California, Board of Equalization, Taxable Sales in California (Sales and Use Tax) During 1974: Fourteenth Annual Report. Sacramento, April 1975. Table 5, "Taxable Sales in the 240 Largest Cities, by Type of Business, 1974," p. 16, 20, 21, 22, 25, and 30.

TABLE 15B. TAXABLE SALES IN DUBLIN AND CERTAIN OTHER COMMUNITIES, BY TYPE: 1974

Type of Business	Albany		Castro Valley		Dublin		Hayward	
	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)
Apparel Stores	1	NA <sup>1</sup>	13	1,659	10	422	70	21,442
General Merchandise Stores	5	246	9	7,465	6		26	81,834
Drug Stores	6	246	11	1,446	2	22,516	19	6,107
Food Stores	9	1,889	25	8,009	14		60	17,643
Liquor Stores	6	1,304	13	2,953	3	5,955	25	5,988
Eating and Drinking Places	41	4,653	46	5,650	23	4,565	200	27,118
Home Furnishings and Appliances	6	779	11	711	17	1,615	52	9,866
Building Materials	3	NA <sup>1</sup>	17	2,688	5	5,109	23	15,505
Auto Dealers	9	8,747	7	1,840	16	9,853	66	61,207
Service Stations	7	2,107	31	8,528	13	4,889	97	23,700
Other Retail Stores	30	4,328 <sup>2</sup>	34	2,077	21	1,739	175	35,986
Retail Stores Totals	123	24,299	217	43,023	130	56,663	813	306,396
All Other Outlets	163	13,652	450	6,576	216	11,839	1,374	117,523
Total All Outlets	286	37,951	667	49,599	346	68,502	2,187	423,919

<sup>1</sup>The sales figure has been included in the sales of "Other Retail Stores".

<sup>2</sup>The sales figure include the sales figures which are not available above.

SOURCE: Based on data from State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Castro Valley as prepared for the Alameda County Planning Department. Sacramento, August, 1975; State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Dublin as prepared for the Alameda County Planning Department. Sacramento, February, 1976; State of California, Board of Equalization, Taxable Sales in California (Sales and Use Tax) During 1974: Fourteenth Annual Report. Sacramento, April 1975. Table 5, "Taxable Sales in the 240 Largest Cities, by Type of Business, 1974," p. 16, 20, 21, 22, 25, and 30.



TABLE 15B (con't)

Type of Business	Layafette		Livermore		Pleasanton		Walnut Creek	
	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)	Permits	Sales (\$1,000)
Apparel Stores	10	1,419	19	3,121	15	1,464	51	12,764
General Merchandise Stores	4	NA <sup>1</sup>	12	7,988	2	NA <sup>1</sup>	20	34,839
Drug Stores	3	NA <sup>1</sup>	9	2,014	4	NA <sup>1</sup>	8	7,560
Food Stores	10	4,482	19	8,557	10	4,459	29	19,741
Liquor Stores	5	1,583	8	2,516	8	1,831	11	3,593
Eating and Drinking Places	37	6,374	53	7,411	28	4,039	76	16,887
Home Furnishings and Appliances	22	2,624	9	2,013	10	768	42	7,394
Building Materials	9	3,367	13	3,412	5	944	18	4,682
Auto Dealers	5	5,419	17	13,564	2	NA <sup>1</sup>	35	32,863
Service Stations	16	4,962	31	8,775	17	5,534	40	16,571
Other Retail Stores	49	9,793 <sup>2</sup>	54	4,314	23	4,843 <sup>2</sup>	123	18,420
Retail Stores Totals	170	40,023	244	63,685	124	23,882	453	175,334
All Other Outlets	322	8,994	483	7,839	233	11,653	577	25,217
Total All Outlets	492	49,017	727	71,524	357	35,535	1,030	200,551

<sup>1</sup>The sales figure has been included in the sales of "Other Retail Stores".

<sup>2</sup>The sales figure include the sales figures which are not available above.

TABLE 15C. PER CAPITIA TAXABLE SALES OF DUBLIN AND CERTAIN OTHER COMMUNITIES, BY TYPE: 1974

Type of Business	Albany	Castro Valley	Dublin	Hayward	Layafette	Livermore	Pleasanton	Walnut Creek
Apparel Stores	NA	\$ 37	\$ 27	\$ 225	\$ 68	\$ 62	\$ 46	\$ 265
General Merchandise								
Stores	\$ 16	165	1,443	861	NA	160	NA	724
Drug Stores	16	32		64	NA	40	NA	157
Food Stores	123	177	382	186	215	171	142	410
Liquor Stores	85	65		63	76	50	58	75
Eating and Drinking								
Places	304	125	293	285	306	148	128	351
Home Furnishings and								
Appliances	51	16	104	104	126	40	24	154
Building Materials	NA	59	328	163	162	68	30	97
Auto Dealers	572	41	632	644	261	271	NA	683
Service Stations	138	188	313	249	239	176	176	345
Other Retail Stores	283 <sup>1</sup>	46	111	378	471 <sup>1</sup>	86	154 <sup>1</sup>	383
Retail Stores Totals	1,588	950	3,632	3,222	1,924	1,274	758	3,645
All Other Outlets	892	145	759	1,236	432	157	370	524
Total All Outlets	\$2,480	\$1,095	\$4,391	\$4,458	\$2,357	\$1,430	\$1,128	\$4,169

<sup>1</sup>The number includes the figures not available above.

SOURCE: Based on data from State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Castro Valley as prepared for the Alameda County Planning Department. Sacramento, August, 1975; State of California, Board of Equalization, Special Tabulation of 1973 and 1974 Taxable Sales for Dublin as prepared for the Alameda County Planning Department. Sacramento, February, 1976; State of California, Board of Equalization, Taxable Sales in California (Sales and Use Tax) During 1974: Fourteenth Annual Report. Sacramento, April 1975. Table 5, "Taxable Sales in the 240 Largest Cities, by Type of Business, 1974," p. 16, 20, 21, 22, 25, and 30.

5. Manufacturing: 1,300 employees (1970)

The smallest percent increase in employment within the Livermore-Amador Valley Planning Unit during the 1960's was 62 percent in manufacturing. Although this rate of growth was much larger than the 6.2 percent in manufacturing in the San Francisco-Oakland SMSA as a whole, it was much smaller than the 103.9 percent rate of growth of the Planning Unit's total employment.

Manufacturers who have recently located within the Planning Unit are listed in Table 16. Aside from Intel and Kaiser Sand and Gravel, the largest manufacturing firms are the Hexcel Corporation which had 150 administrative workers in Dublin and 100 plant workers in Livermore as of December, 1973; Lox Equipment Company of Livermore which had 75 workers as of October, 1971; Pleasanton Cabinet Shop, Inc., which had 60 workers as of January, 1973; and Lone Star Industries of Pleasanton which had 51 workers as of January, 1973.



Table 16. LARGE MANUFACTURERS LOCATING IN LIVERMORE PLANNING UNIT; 1965-1973 (A PARTIAL LIST)

Year located	Name of firm, city	Square feet of building space	Initial investment	New jobs	Type of product manufactured
1969	Kaiser Sand and Gravel Company, Pleasanton	NA	\$ 116,000	164	"Kilite" lightweight aggregate, readymix concrete, asphalt concrete
1969	Unimark Corporation, Livermore	5,000	1,800,000	10	Electrostatic printing equipment and industrial marking equipment
1970	Systron-Donner Corporation, Security Services Division, Dublin	24,000	450,000	60	Electronic intrusion devices, alarm communication systems
1970	Western Electric Company, Dublin <sup>a</sup>	240,000	3,000,000	600	Telephone parts, switching components
1971	Villa Armando Winery, Pleasanton	NA	50,658	NA	Wines
1971	Kaufman and Broad Industries, Livermore	140,000	500,000	50	Pre-fabricated homes, wood
1972	Intel Corporation, Livermore	20,000	650,000	200	Electronic equipment
1972	Blair Foods, Inc., Livermore	3,700	100,000	11	Food products

<sup>a</sup>Western Electric announced in July 1975 the closing of this operation.

NOTE: Figures have been adjusted from those listed in sources in cases where the Alameda County Planning Department have more current information.

SOURCES: Based on data from Growth West, Alameda County New Industries Committee, Oakland Chamber of Commerce;

Livermore Chamber of Commerce;

Pleasanton Chamber of Commerce.

ACPD/1976

## ECONOMIC CHARACTERISTICS OF RESIDENTS

EMPLOYMENTLabor Force Participation

The proportion of the total population of the Livermore-Amador Valley Planning Unit employed at mid-decade was approximately 34 percent. See Table 16A.

Livermore, Pleasanton, and Dublin all have low levels of participation of women in the labor force, significantly lower than either Fremont, Newark, and Union City in the Washington Planning Unit, or Castro Valley, Hayward, and San Leandro in the Eden Planning Unit. Alamo-Danville, San Ramon, and Walnut Creek in the area just north of the Planning Unit have a similar low proportion of women in the labor force. The reasons for the low participation might be high family income, the large number of young children in the population, or a lack of accessible jobs.

Industries of Employed Residents

In 1970 the three industrial sectors in which the largest percentages of residents of the Livermore-Amador Valley Planning Unit were employed were services, with 39.4 percent of the employed residents, retail trade, with 14.5 percent, and manufacturing with 14.0 percent.

The percentages of Livermore-Amador Valley Planning Unit residents who were employed in the services and construction were higher than the percentages in any other Planning Unit. On the other hand, the share of the Planning Unit's residents who worked in manufacturing firms was lower than that of any other Planning Unit. Approximately two-thirds of the 14.0 percent of the working population who were employed in the manufacturing sector were engaged in the manufacture of durable goods.

The Livermore-Amador Valley Planning Unit's resident workforce was more similar to the Central Metropolitan Planning Unit's resident workforce than it was to that of any other Planning Unit. The percentages of employed residents in these two Planning Units who were employed in manufacturing, wholesale trade, and retail trade were almost exactly the same, while in transportation and services the percentages were strikingly similar. These five industrial categories accounted for 75.7 percent of the Livermore-Amador Valley Planning Units residents' employment, while in the Central Metropolitan Planning Unit they provided 73.3 of the resident workforce with jobs.

Overall, the number of employed residents in the Livermore-Amador Valley almost tripled from 1960 to 1970, increasing from 9,417 to 26,609. As was the case for both Alameda County and the San Francisco-Oakland SMSA, the largest increase in employment for Livermore-Amador Valley residents was in the services sector. Of the total increase of 17,192 jobs, 6,062 occurred within services. Yet despite the large increase, the proportion of people in the Valley employed in services shrank somewhat in the 1960's. In 1960, this sector provided 47.2 percent of the employment for residents of the Planning Unit, while in 1970 it supplied a means of livelihood for 39.4 percent of the residents. The reason for the lessened proportion of employment in services was the higher rate of growth of other industrial sectors, the most obvious case being wholesale trade, which increased its employment in 1970 to over twelve times its 1960 figure. Even manufacturing employment, which grew at the relatively modest rate of 6.2 percent in the San Francisco-Oakland SMSA between 1960 and 1970, almost quadrupled in size.

Table 16A. EMPLOYMENT OF RESIDENTS OF LIVERMORE-AMADOR VALLEY PLANNING UNIT; NOVEMBER 1974 - MAY 1976.

<u>Area</u>	<u>Population</u>	<u>Employed</u>	<u>Employed As Percent of Population</u>
Livermore <sup>1</sup>	48,359	16,723	34.6
Pleasanton <sup>2</sup>	31,667	10,524	33.2
Dublin <sup>3</sup>	14,244	5,258	36.9
Other <sup>4</sup>	6,606	1,784	27.0
Planning Unit <sup>5</sup>	100,876	34,289	34.0

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<sup>1</sup>Special Census, November 1974.

<sup>2</sup>Special Census, May 1975.

<sup>3</sup>Special Census, May 1976.

<sup>4</sup>Special Census, May 1976. Area represents part of following Census Tracts: 4501, 4506, 4507, 4511, 4512, 4513, 4514, 4515, 4516, 4517.

<sup>5</sup>Since different periods are represented, this total is only for the purpose of analysis.

Table 17. LABOR FORCE PARTICIPATION OF MEN AND WOMEN 16 YEARS OF AGE AND OLDER IN LIVERMORE, PLEASANTON, DUBLIN AND CERTAIN OTHER PLACES: 1970

Area or place	Men		Women	
	Number	Percent	Number	Percent
<u>Livermore-Amador Valley</u>				
Dublin	3,401	91.3	1,340	35.1
Livermore	9,854	85.9	4,331	36.2
Pleasanton	4,747	87.7	2,027	36.4
<u>Washington Planning Unit</u>				
Fremont	26,141	86.0	13,033	41.4
Newark	6,704	88.0	3,182	40.4
Union City	3,722	84.9	1,937	41.4
<u>Eden Planning Unit</u>				
Castro Valley	12,996	82.5	7,720	45.4
Hayward	25,374	83.1	14,234	44.0
San Leandro	19,685	80.0	11,660	42.6
<u>Central Metropolitan Planning Unit</u>				
Alameda	23,800	85.7	11,222	44.5
Berkeley	30,780	66.1	24,539	50.0
Oakland	94,106	73.0	62,832	43.6
Piedmont	2,786	75.9	1,293	29.2
<u>San Ramon Valley</u>				
Alamo-Danville	3,887	85.2	1,911	39.6
San Ramon	1,070	89.8	465	38.9
Walnut Creek	9,878	75.0	4,848	31.5
<u>Central Valley</u>				
Modesto	14,943	75.6	9,526	41.7
Stockton	25,897	70.7	15,656	39.1
Tracy	3,728	78.6	2,134	39.9

SOURCE: Based on data from U.S. Bureau of the Census, Census of Population: 1970, General Social and Economic Characteristics, California, Final Report PC(1)-C6, Washington, D.C., U.S. Government Printing Office, 1972, pp. 6-503 - 6-508, 6-803, 6-807, 6-810, 6-813, 6-815, 6-819, 6-820, and 6-1006.



### Occupations of Employed Residents

Just over one-fourth of the employed residents in the Livermore-Amador Valley Planning Unit belonged to the professional, technical, and kindred worker category in 1970. This represented the highest percentage of residents working in this category of any of the Planning Unit. Clerical and kindred workers were the second largest group in the resident workforce with 15.8 percent of the employed residents, although the Livermore-Amador Valley had the lowest percentage of workers in this category of the four Planning Units. The third and fourth largest occupational categories were craftsmen, foremen, and kindred workers, with 14.5 percent of the workforce, and managers and administrators, with 10.9 percent. The percentage of managers and administrators was higher than that of the other Planning Units.

There was little shift in the occupational groups of Valley residents between 1960 and 1970. Sales workers, clerical and kindred workers, and service workers increased slightly, and the proportion of professional, technical, and kindred workers, laborers, and farm workers decreased somewhat. In both years, the occupational distribution of residents showed a high proportion of professional, technical, and kindred workers and managers and administrators, and a low proportion of sales workers and clerical and kindred workers.

### INCOME

Of places in five areas around the Livermore-Amador Valley that were compared in median family income and median income of families and unrelated individuals to the three centers of population in the Valley, the three places, Livermore, Pleasanton, and Dublin averaged the second highest income level. The one area that had a higher income level was San Ramon Valley and Walnut Creek just to the north. The places in the Livermore-Amador Valley averaged a somewhat higher income levels than the average of places in both the Washington and Eden Planning Units, and were even further above income level of places in the Central Metropolitan Planning Unit and of places in the Central Valley. See Table 22.

Table 18. EMPLOYMENT OF LIVERMORE-AMADOR VALLEY PLANNING UNIT RESIDENTS BY INDUSTRY: 1960 AND 1970

Industry	1960 <sup>1</sup>		1970 <sup>2</sup>	
	Number	Percent	Number	Percent
Total	9,417	100.0	26,609	100.0
Construction	537	5.7	1,916	7.2
Manufacturing	996	10.6	3,707	14.0
Transportation	98	1.0	940	3.5
Communications, utilities and sanitary services	114	1.2	831	3.1
Wholesale trade	87	0.9	1,149	4.3
Retail trade	999	10.6	3,855	14.5
Finance, insurance and real estate	NA	NA	1,035	3.9
Services	4,442	47.2	10,486	39.4
Business and repair services	2,043	21.7	2,307	8.7
Personal services	359	3.8	813	3.1
Health services	495 <sup>3</sup>	5.3	1,477	5.6
Educational services	494	5.2	2,482	9.3
Other professional and related services	1,051 <sup>4</sup>	11.2	3,289	12.7
Public administration	376	4.0	1,580	5.9
Other industries	1,768 <sup>5</sup>	18.8	1,128	4.2

<sup>1</sup> Persons 14 years and older.

<sup>2</sup> Persons 16 years and older. Fourteen and fifteen-year olds in 1960 constituted less than one percent of the employed population of Alameda County.

<sup>3</sup> 1960 Health Services category includes only hospital services.

<sup>4</sup> Health Services other than hospital services were included in "Other Professional and Related Services" category in 1960.

<sup>5</sup> Finance, insurance and Real Estate was included in the "Other Industries" category in 1960.

SOURCE: Based on data from the U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1) - 137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; U.S. Bureau of the Census, Census of Population and Housing: 1970. Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1) - 189, U.S. Government Printing Office, Washington, D.C., 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," p. 45, 168, and 169.

Table 19. CHANGE IN EMPLOYMENT OF LIVERMORE-AMADOR VALLEY PLANNING UNIT RESIDENTS BY INDUSTRY: 1960 - 1970

Industry	1960 <sup>1</sup>	1970 <sup>2</sup>	Change 1960-1970	Average annual percent change
Total	9,417	26,609	17,192	10.9
Construction	537	1,916	1,379	13.5
Manufacturing	996	3,707	2,711	14.0
Transportation	98	940	842	25.4
Communications, utilities, and sanitary services	114	831	717	21.9
Wholesale trade	87	1,149	1,062	29.5
Retail trade	999	3,855	2,856	14.4
Services	4,442	10,468	6,026	8.9
Business and repair services	2,043	2,307	264	1.2
Personal services	359	813	454	8.5
Educational services	494	2,482	1,988	17.5
Other professional and related services (includ- ing health services)	1,546	4,866	3,320	12.4
Public administration	376	1,580	1,204	15.4
Other industries <sup>3</sup>	1,768	2,163	395	2.0

<sup>1</sup> Persons 14 years and older. Fourteen and fifteen year olds in 1960 constituted less than one percent of the employed population at Alameda County.

<sup>2</sup> Person 16 years and older.

<sup>3</sup> Finance, insurance, and real estate was included in the "other industries" category for both 1960 and 1970.

SOURCE: Based on data from the U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; U.S. Bureau of the Census, Census of Population and Housing: 1970. Census Tracts. San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-189, Government Printing Office, Washington, D.C., 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," p. 145, 168, and 169.

Table 20. EMPLOYMENT OF LIVERMORE-AMADOR VALLEY PLANNING UNIT RESIDENTS  
BY OCCUPATION: 1960 AND 1970

	1960 <sup>1</sup>		1970 <sup>2</sup>	
	Number	Percent	Number	Percent
Total	9,417 <sup>3</sup>	100.0	26,609	100.0
Professional, technical, and kindred workers	2,580	27.4	6,879	25.8
Managers and administrators	1,049 <sup>4</sup>	11.1	2,900 <sup>5</sup>	10.9
Sales workers	437	4.6	2,077	7.8
Clerical and kindred workers	1,362	14.5	4,198	15.8
Craftsmen, foremen, and kindred workers	1,495	15.9	3,866	14.5
Operatives, except transport	780	8.3	1,369	5.1
Transport equipment operatives			974	3.7
Laborers	727 <sup>6</sup>	7.7	999	3.8
Farm Workers	NA <sup>7</sup>	NA	312	1.2
Service Workers	821	8.7	2,776	10.4
Private household workers	166	1.8	259	1.0

<sup>1</sup>Persons 14 years and older.

<sup>2</sup>Persons 16 years and older. In 1960 14 and 15 year olds constitute less than one percent of the employed population of Alameda County.

<sup>3</sup>Total in 1960 includes 606 employed persons who did not report their occupation. This number was distributed proportionately to each category.

<sup>4</sup>Including farm managers.

<sup>5</sup>Not including farm managers.

<sup>6</sup>Not including mine workers.

<sup>7</sup>Farm workers are included in laborers category.

SOURCE: Based on data from the U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1) - 137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; U.S. Bureau of the Census, Census of Population and Housing: 1970, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-189, U.S. Government Printing Office, Washington, D.C., 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," p. 145, 168, and 169.



Table 21. CHANGE IN EMPLOYMENT OF LIVERMORE-AMADOR VALLEY PLANNING UNIT  
RESIDENT BY OCCUPATION: 1960 AND 1970

Occupation	1960 <sup>1</sup>	1970 <sup>2</sup>	Number	Change 1960-1970
				Average annual percent change
Total	9,417 <sup>3</sup>	26,609	17,192	10.9
Professional, technical, and kindred workers	2,580	6,879	4,299	10.3
Managers and administrators	1,049 <sup>4</sup>	2,900 <sup>5</sup>	1,851	10.7
Sales workers	437	2,077	1,640	16.9
Clerical and kindred workers	1,362	4,198	2,836	11.9
Craftsmen, foremen, and kindred workers	1,495	3,866	2,371	10.0
Operatives	780	2,343	1,563	11.6
Laborers and farm workers	727 <sup>6</sup>	1,311	584	6.1
Service workers	821	2,776	1,955	12.9
Private household workers	166	259	93	4.6

<sup>1</sup>Persons 14 years and older.

<sup>2</sup>Persons 16 years and older. In 1960 14 and 15 year olds constitute less than one percent of the employed population of Alameda County.

<sup>3</sup>Total in 1960 includes 606 employed persons who did not report their occupation. This number was distributed proportionately to each category.

<sup>4</sup>Including farm managers.

<sup>5</sup>Not including farm managers.

<sup>6</sup>Not including mine workers.

<sup>7</sup>Farm workers are included in laborers category.

SOURCE: Based on data from the U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1) - 137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; U.S. Bureau of the Census, Census of Population and Housing: 1970. Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-189, U.S. Government Printing Office, Washington, D.C., 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," p. 145, 168, and 169.

Table 22. MEDIAN FAMILY INCOME, AND MEDIAN FAMILY AND UNRELATED INDIVIDUAL INCOME OF PLACES IN AND AROUND THE LIVERMORE-AMADOR VALLEY PLANNING UNIT: 1970

Place (Population)	Median family Income	Median income of families and Unrelated individuals
San Ramon Valley		
Alamo-Danville (14,059)	\$17,586	\$16,168
Walnut Creek (39,844)	14,647	12,375
San Ramon (4,084)	14,408	14,406
Livermore-Amador Valley		
Pleasanton (18,328)	14,466	13,743
Dublin (13,641)	12,782	12,533
Livermore (37,703)	12,440	11,600
Washington Planning Unit		
Fremont (100,869)	12,659	11,933
Newark (27,153)	12,114	11,758
Union City (14,724)	11,320	10,710
Eden Planning Unit		
Castro Valley (44,760)	12,981	11,706
San Leandro (68,698)	11,938	10,537
Hayward (93,058)	11,099	9,868
Central Metropolitan Planning Unit		
Alameda (70,968)	10,674	6,973
Berkeley (116,716)	9,987	4,259
Oakland (361,561)	9,626	6,787
Central Valley		
Modesto (61,712)	10,274	8,510
Tracy (12,724)	9,865	8,571
Stockton (107,644)	\$ 9,533	\$ 6,706

SOURCE: Based on data from U.S. Bureau of the Census, Census of Population: 1970. General Social and Economic Characteristics. California. Final Report PC(1)-C6. U.S. Government Printing Office, Washington, D.C., 1972. pp. 6-567 - 6-572, 6-860, 6-862, 6-864, 6-865, 6-870, 6-872, 6-876, and 6-877.

## COMMUTING PATTERNS

In 1960, the Livermore-Amador Valley had 10,300 jobs and 9,400 employed residents which resulted in a surplus of about 900 jobs. In 1970, the Valley had 21,100 jobs, and 26,600 employed residents which meant a deficit of 5,500 jobs. These figures indicate clearly the growing attachment to the bayside cities as well as area to the north in the San Ramon Valley. In decade of the 1960's the valley became to a great degree a bedroom community.

Figures from the special censuses in Livermore in November 1974, in Pleasanton in May 1975, and in the unincorporated county in May 1976, indicate that 50 percent of the employed population works in the Livermore-Amador Valley. However, there is a marked difference between the proportion of people who work within the Livermore-Amador Valley in Livermore and in Pleasanton. In Livermore, 66 percent of the employed persons worked in the Valley, while only 38 percent in Pleasanton did. The difference between Livermore and Pleasanton is probably accounted for by two factors. The first is the dominance of the Lawrence Livermore Laboratory in Livermore. Approximately 5,600 people work at the Laboratory, of which 3,200, or 56 percent, live in Livermore. The other factor is that Pleasanton is closer than Livermore to the bayside cities with their numerous and varied employment opportunities.

The figures from the two city special censuses also show that there is a significant difference between the place of employment of primary and secondary household wage earners. In Livermore, 61 percent of the primary wage earners worked in the Valley while 78 percent of the secondary wage earners did. The difference is even greater in Pleasanton where only 29 percent of the primary wage earners worked in the Valley and 58 percent of the secondary wage earners did.

There is not only a great deal of commuting out of the Valley to the jobs but also a great deal of commuting of residents outside the Valley to jobs in the Valley.

Of the 26,609 employed residents in 1970, approximately 12,600, or 47 percent, commuted outside the Valley to jobs, and 14,000, or 53 percent, worked at jobs in the Valley. Since there were roughly 21,100 jobs located in the Planning Unit, the indication is that about 7,100 people commuted from outside the Valley into the Valley.

The information in Tables 27 and 28 shows, in a limited way, the mismatch by industry between jobs in the Valley and employed Valley residents. Both in 1960 and 1970, only in services and government did the Valley offer more jobs than there were residents employed in the sectors. In construction, in manufacturing, in transportation, communications and utilities, in wholesale and retail trade, and in finance, insurance, and real estate, there were many more people employed in each industry than there were jobs.

Table 23. EMPLOYMENT LOCATIONS OF RESIDENTS OF LIVERMORE IN NOVEMBER 1974  
AND PLEASANTON IN MAY 1975

Location and type of income earner (Total households) <sup>1</sup>	Area in which income earner works			Total in the Valley	Total out of the Valley
	Livermore	Pleasanton	Dublin		
Livermore Primary Earner <sup>2</sup> (11,910)	6,039	680	577	7,296	4,614
Livermore Secondary Earner <sup>2</sup> (4,813)	2,988	305	448	3,741	1,072
Livermore Total <sup>2</sup> (16,723)	<u>9,027</u>	<u>985</u>	<u>1,025</u>	<u>11,037</u>	<u>5,686</u>
Pleasanton Primary Earner <sup>3</sup> (7,370)	541	1,138	469	2,148	5,222
Pleasanton Secondary Earner <sup>3</sup> (3,154)	319	1,023	495	1,837	1,317
Pleasanton Total <sup>3</sup> (10,524)	<u>860</u>	<u>2,161</u>	<u>964</u>	<u>3,985</u>	<u>6,539</u>
Total of Livermore and Pleasanton <sup>4</sup> (27,247)	<u>9,887</u>	<u>3,146</u>	<u>1,989</u>	<u>15,022</u>	<u>12,225</u>

<sup>1</sup>Total households - This figure includes all those households which responded to the relevant question and which had someone employed in the category.

<sup>2</sup>Data from City of Livermore special census of November 1974 conducted by the Department of Finance, State of California. "Primary" refers to principle income earner in households. "Secondary" refers to secondary income earners in households.

<sup>3</sup>Data from City of Pleasanton special census of May 1975 conducted by the Department of Finance, State of California. "Primary" and "Secondary" defined as in note 2 above.

<sup>4</sup>See notes 2 and 3 above.



Table 24. EMPLOYMENT LOCATIONS OF RESIDENTS IN PERCENT OF LIVERMORE IN NOVEMBER 1974 AND PLEASANTON IN MAY 1975

Location and type of income earner (Total households) <sup>1</sup>	Area in which income earner works			Total in the Valley	Total out of the Valley
	Livermore	Pleasanton	Dublin		
Livermore Primary Earner <sup>2</sup> (11,910)	50.7	5.7	4.8	61.3	38.7
Livermore Secondary Earner <sup>2</sup> (4,813)	62.1	6.3	9.3	77.7	22.3
Livermore Total <sup>2</sup> (16,723)	54.0	5.9	6.1	66.0	34.0
Pleasanton Primary Earner <sup>3</sup> (7,370)	7.3	15.4	6.4	29.1	70.9
Pleasanton Secondary Earner <sup>3</sup> (3,154)	10.1	32.4	15.7	58.2	41.8
Pleasanton Total <sup>3</sup> (10,524)	8.2	20.5	9.2	37.9	62.1
Total of Livermore and Pleasanton (27,247)	36.3	11.5	7.3	55.1	44.9

<sup>1</sup>Total households - This figure includes all those households which responded to the relevant question and which had someone employed in the category.

<sup>2</sup>Data from City of Livermore special census of November 1974 conducted by the Department of Finance, State of California. "Primary" refers to principle income earner in household. "Secondary" refers to secondary income earners in households.

<sup>3</sup>Data from City of Pleasanton special census of May 1975 conducted the Department of Finance, State of California. "Primary" and "Secondary" defined as in noted 2 above.

<sup>4</sup>See notes 2 and 3 above.

Table 25. PLACE OF WORK OF RESIDENTS OF COMMUNITIES IN LIVERMORE-AMADOR VALLEY PLANNING UNIT; NOVEMBER 1974 - MAY 1976.

Area	Employed Residents	Place of Work	
		In Valley	Outside Valley
Livermore <sup>1</sup>	16,723	11,037	5,686
Pleasanton <sup>2</sup>	10,524	3,985	6,539
Dublin <sup>3</sup>	5,258	1,456	3,802
Other <sup>4</sup>	1,784	1,133	651
Planning Unit <sup>5</sup>	34,289	17,611	16,678

Percent Distribution			
Livermore	100.0	66.0	34.0
Pleasanton	100.0	37.9	62.1
Dublin	100.0	27.7	72.3
Other	100.0	63.5	36.5
Planning Unit	100.0	51.4	48.6

1. Special Census, November 1974.
2. Special Census, May 1975.
3. Special Census, May 1976.
4. Special Census, May 1976. Area represents part of following Census Tracts: 4501, 4506, 4507, 4511, 4512, 4513, 4514, 4515, 4516, 4517.
5. Since different periods are represented, this total is only for the purpose of analysis.

Table 26. JOBS IN THE LIVERMORE-AMADOR VALLEY AND EMPLOYED VALLEY RESIDENTS:  
1960 AND 1970

	Jobs in the valley	Employed valley residents	Difference
1960	10,300	9,417 <sup>1</sup>	883
1970	21,100	26,609 <sup>2</sup>	- 5,509

<sup>1</sup> Includes persons 14 years and older.

<sup>2</sup> Includes persons 16 years and older. In 1960 14 and 15 year olds constituted less than one percent of the employed population of Alameda County.

SOURCES: U.S. Bureau of the Census, Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-137, U.S. Government Printing Office, Washington, D.C., 1961; U.S. Bureau of the Census, Census of Population and Housing: 1970, Census Tracts, San Francisco-Oakland, California Standard Metropolitan Statistical Area, Final Report PHC(1)-189, U.S. Government Printing Office, Washington, D.C., 1972; and State of California, Department of Human Resources Development, Research and Statistical Division, Community Labor Market Surveys, September 1960 and September 1970.

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Table 27. EMPLOYMENT OF RESIDENTS OF THE LIVERMORE-AMADOR VALLEY  
PLANNING UNIT AND IN THE LIVERMORE COMMUNITY LABOR MARKET  
BY INDUSTRY: 1960

Industry	Residents <sup>1</sup>		Labor Market <sup>2</sup>	
	Number	Percent	Number	Percent
Total	9,400	100.0	10,300	100.0
Construction	500	5.3	200	1.9
Manufacturing	1,000	10.6	800	7.8
Transportation, communications, and utilities	200	2.1	200	1.9
Wholesale and retail trade	1,100	NA	800	7.8
Finance, insurance, and real estate	NA	NA	100	1.0
Services and government	4,800	51.1	7,400	71.8
Other	1,800	19.2	800	7.8

<sup>1</sup>Includes person 14 years and older. Numbers are rounded to the nearest hundred.

<sup>2</sup>Represents all civilian employment for Livermore and Pleasanton Census Divisions in July 1960.

SOURCE: Derived from U.S. Bureau of the Census, U.S. Censuses of Population and Housing: 1960, Census Tracts, San Francisco-Oakland, California, Standard Metropolitan Statistical Area, Final Report PHC(1)-137, U.S. Government Printing Office, Washington, D.C., 1961, Table P-3, "Labor Force Characteristics of the Population by Census Tract: 1960," p. 217 and; State of California, Department of Human Resources Development, Research and Statistics Division, Community Labor Market Surveys, September 1960.



Table 23. EMPLOYMENT OF RESIDENTS OF THE LIVERMORE-AMADOR VALLEY  
PLANNING UNIT AND IN THE LIVERMORE COMMUNITY LABOR MARKET  
BY INDUSTRY: 1970

Industry	Residents <sup>1</sup>		Labor Market <sup>2</sup>	
	Number	Percent	Number	Percent
Total	26,600	100.0	21,100	100.0
Construction	1,900	7.1	600	2.8
Manufacturing	3,700	13.9	1,300	6.2
Transportation, communications, and utilities	1,800	6.8	400	1.9
Wholesale and retail trade	5,000	18.8	2,200	10.4
Finance, insurance, and real estate	1,000	3.8	600	2.8
Services and government	12,100	45.5	14,400	68.3
Other	1,100	4.1	1,600	7.6

<sup>1</sup> Includes persons 16 years and older. Numbers are rounded to the nearest hundred.

<sup>2</sup> Represents all civilian employment for Livermore and Pleasanton Census Divisions in July 1970.

SOURCES: Derived from U.S. Bureau of the Census, Census of Population and Housing: 1970, Census tracts, San Francisco-Oakland, California, Standard Metropolitan Statistical Area, Final Report PHC(1)-189, U.S. Government Printing Office, 1972, Table P-3, "Labor Force Characteristics of the Population: 1970," pp. P-145, P-168, and P-169, and; State of California, Department of Human Resources Development, Research and Statistics Division, Community Labor Market Surveys, September 1970.

## FUTURE EMPLOYMENT IN THE VALLEY

Employment in the Valley during the plan period, the next two decades, may be expected to reflect the following:

1. The existing employment and industries - government, services, retail, and other.
2. Potential for (a) expansion of existing industries and (b) new industries.
3. Limiting factors such as (a) competition with other areas (b) environmental constraints.
4. The size and characteristics of the population, especially income and fertility.

Of these influences the environmental appears at this time to be foremost. The attainment of acceptable air quality standards will require restrictions on sources of pollution. Population size, industrial development, and transportation are subject to limitation in the interest of air quality and public health. Increases in population involve more traffic, more industry in the Valley to provide jobs or increased commuting to jobs outside the Valley.

Existing employment will form a major role in the plan period. This will be due to the size and outlook of the Lawrence Livermore Laboratory. Employment in May 1975 was 5,659, in May 1976 it had increased to 5,858, and in 1977 may reach 6,200. Energy, resources, and other non-military research will represent 45 percent of the budget compared to 15 percent in 1972.

The influence of the Lawrence Livermore Laboratory in attracting other enterprises is manifest in the Sandia Laboratories employing about 1,000 and in the General Electric Vallecitos Nuclear Center which employs about 500. It should be anticipated that other operations will need to locate in the vicinity.

The potential for expansion of the above industries is limited less by market considerations than for other industries. Rather, it is subject to federal policies and needs and, even more, to the environmental constraints of the Valley, particularly air quality.

The potential for other industries is less apparent. It is limited by competition with other areas which have locational advantages such as Fremont and Hayward in South County and Oakland and Berkeley in North County. The migration of numerous establishments from North County to South County has favored Fremont, Hayward to a lesser degree. The outlook for manufacturing and related industries in the County as a whole is not one of expansion, and in the Livermore-Amador Valley it is less favorable.

These considerations become less serious in view of the environmental limitations. Moreover, a potential for major expansion exists in commercial and service industries. The Valley today is not meeting the demand of its residents for retail goods and services. As a result, local employment opportunities are deficient.

In brief, there are two major industries for which expansion should be anticipated (1) government and allied research, (2) retail and services. The first may be considered "basic" activity, serving local residents and employees.

Assuming the LAVWMA 1996 population, there would be 131,000 residents in the Valley in twenty years. The civilian non-institutional part of this population is estimated at 128,000. The proportion 16 years of age and older at the 1974 rate would be 72 percent or 92,000. Of this number, 61.5 percent is likely to be in the labor force,<sup>1</sup> that is interested in paid employment, totalling 57,000. With an unemployment rate of 7 percent, a net of 53,000 jobs would be needed for Valley residents.

Employment of Valley residents averaged 34,000 in 1974-1976. It is inevitable that some residents will commute to employment outside the Valley. In 1974-1976 nearly half (48.6 percent) were in this group, reflecting a lack of employment opportunities in the Valley.

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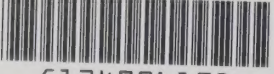
<sup>1</sup>Projection for the nation as a whole by U.S. Department of Labor, Bureau of Labor Statistics.







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